



American Heart Association | American Stroke Association

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Project agreement for Latinos by Latinos Initiative

This document will commence an agreement between the American Heart Association, Founders Affiliate and the National Park Service for work conducted on the development and testing of a pilot program to increase participation of Latinos in a variety of activities offered at Gateway Park in support of the American Heart Association's "Life's Simple Seven" goals to increase physical activity.

The National Park Service will receive an award totaling \$25,000.00 to create and pilot the above project. Upon receipt of the first invoice, the National Park Service will receive \$12,500.00 to start the project. The remaining \$12,500.00 will be awarded at the completion of the project and receipt of the results report.

The National Park Service and American Heart Association agree to co-brand the finished product(s) if the pilot proves a viable program to expand beyond the pilot area. Both organizations consent to involve their communications/media department in the development process through the duration of the project and consent to obtain approval from the American Heart Association Founders Affiliate communications/media department at several phases of development and prior to any finished product(s) going to print for publication. (Initial outline of concept review, messaging review and logo placement).

This agreement shall serve as an agreement between both organizations as outlined in the above criteria.

Pat Kaelin, Vice President Philanthropy
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